



Exhibitor Survey

29th Annual Festival of the Arts
February 8th and 9th, 2003
Ocean Terrace

1. How did you hear about our show? _____

2. Why did you choose to exhibit at this show? _____

3. What factors are most important to you when choosing a show?
(1 not important, 5 very important) Please circle one number per category,

Cash Awards:	1	2	3	4	5
Location:	1	2	3	4	5
Exhibitor Fees:	1	2	3	4	5

4. How does our festival organization rate?
(1 lowest, 5 highest) Please circle one number per category.

Sales/Patronage:	1	2	3	4	5
Application Format:	1	2	3	4	5
Categories:	1	2	3	4	5
Registration:	1	2	3	4	5
Security/Staff:	1	2	3	4	5
Parking/Traffic Control:	1	2	3	4	5
Booth Sites:	1	2	3	4	5
Marketing Efforts:	1	2	3	4	5
Lodging:	1	2	3	4	5
Show Hours:	1	2	3	4	5
General:	1	2	3	4	5

5. Please rate your sales for the weekend. (1 lowest, 5 highest)

Sales: 1 2 3 4 5

Comments: _____

6. Please rate the festival crowd by percentage. (0 to 100%)

Buyers _____ Tourists _____

Browsers _____ Residents _____

7. How can we improve our show? _____

8. Will you apply to the show next year? _____Yes _____No

Feel free to include comments on the back of this sheet. Thank you!

Mail Survey to:

Miami Beach Tourism and Cultural Development
Festival of the Arts
1700 Convention Center Drive
Miami Beach FL 33139